



## Print Date 11/27/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 399764 - 4

Original Date / Revision  
10/18/12 11/02/12

**Advertiser**LMcMahon/Republican/ Sen:

Agency **Mentzer Media Services Inc**

## Buying Contact

**600 Fairmont Ave  
Suite 306  
Towson, MD 21286**

Product  
**LINDA MCMAHON 4 SEN**

<u>Agency Com</u>	15%
Billing Contact	

**600 Fairmont Ave  
Suite 306  
Towson, MD 21286**

<u>Sales Office</u>	TWDC
<u>Sales Region</u>	National
Agency Ref	

Order Sep 00:15:00

Estimate # 1519

Alt Order # 06384464

Billing Type	Cash
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Order Type      GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes      AGY      POL      CAND

Product Codes PL4

Priority 01

Advertiser Ref

## Primary Account Executive

Jordan Johannessen

Account Executive	Order%	Start Date	End Date
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Jordan Johannessen	100%
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Order Share 7%      Market Value 406071

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	33%	134003
4WVIT	24%	97457
5WTNH	36%	146185
6WCTX	%	0
7CABL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	35	\$24,161.25	\$28,425.00	0.00	10/29/12	11/06/12	35	\$24,161.25	\$28,425.00
Totals	35	\$24,161.25	\$28,425.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	35	\$24,161.25	\$28,425.00	0.00	10/29/12	11/06/12	35	\$24,161.25	\$28,425.00
Totals	35	\$24,161.25	\$28,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	61	11/01/12	11/01/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	---1---	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---1---		1		\$275.00		0.00					
E 2	61	10/30/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-TWTF--	:30	4	\$275.00	01	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-TWTF--		4		\$275.00		0.00					
E 3	61	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--WTF--	:30	3	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		3		\$175.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	61	10/29/12-11/04/12	M-F 8a-9a		8a-9a		--wThF----	:30	(\$175.00)		0.00	NM		
		Credited													
	3	61	10/29/12-11/04/12	M-F 8a-9a		8a-9a		--wThF----	:30	(\$175.00)		0.00	NM		
		Credited													



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Contract / Revision 399764- 4 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/18/12/ 11/02/12

Order Sep 00:15:00

Advertiser LMcMahon/Republican/ Sen Product LINDA MCMAHON 4 SEN Estimate # 1519

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	61	10/30/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-TWTF--	:30	4	\$200.00	01	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$200.00		0.00			
E 5	61	10/30/12	11/02/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-TWTF--	:30	4	\$300.00	01	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$300.00		0.00			
E 6	61	10/31/12	10/31/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--1----	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$950.00		0.00			
E 7	61	11/02/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	----1--	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$950.00		0.00			
E 8	61	10/30/12	11/02/12	M-F News at Ten News at Ten	CM	10p-11p	-TWTF--	:30	4	\$1,400.00	01	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$1,400.00		0.00			
E 9	61	10/30/12	11/02/12	M-F News at 11pm News at 11pm	CM	11p-1135p	-TWTF--	:30	4	\$375.00	01	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$375.00		0.00			
E 10	61	10/31/12	10/31/12	Wed Prime Rotator X-Factor	CM	8p-10p	--3----	:30	3	\$4,000.00	01	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--3----					3	\$4,000.00		0.00			
E 11	61	11/03/12	11/03/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$900.00	01	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$900.00		0.00			
E 12	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$275.00		0.00			
E 13	61	11/05/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$200.00		0.00			
E 14	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$375.00		0.00			
E 15	61	11/05/12	11/05/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,400.00		0.00			
E 16	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$375.00		0.00			



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Contract / Revision     **399764- 4**   Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision   10/18/12/   11/02/12Order Sep   00:15:00Advertiser   **LMcMahon/Republican/ Sen**   Product **LINDA MCMAHON 4 SEN**   Estimate #   **1519**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$375.00		0.00				
E 17	61	11/06/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	-1-----	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-1-----			1		\$175.00		0.00				
E 18	61	11/05/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1-----	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$175.00		0.00				
Totals														35	\$28,425.00